

Appl. No. 09/483,388
Amdt. dated March 31, 2008
Reply to Office Action of December 31, 2007

PATENT

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

Claims 1-44. (Canceled)

¹ 45.- (Currently Amended) A method of providing marketing content to be displayed to a user viewing a page of information, comprising:

associating a marketing object container with a portion of a page of information to be displayed to the user, the marketing object container including information identifying a container capacity and at least one of a location and a size of the corresponding portion;

enabling a marketing person to select ~~associating~~ a plurality of marketing objects - to be associated with the marketing object container, each of the marketing objects able to be inserted into the marketing object container and including marketing object information able to be displayed in the portion of the page;

enabling the marketing person to select ~~selecting~~ a plurality of marketing attributes to be associated with the marketing object container, the marketing attributes including at least one of timing and priority information for use in determining which of the plurality of marketing objects to be displayed to the user, the marketing person able to select the plurality of marketing objects and plurality of marketing attributes using a workspace able to display user-selectable information relating to the marketing object container without requiring technical knowledge about the page on the part of the marketing person;

receiving a request from the user to display the page of information;

in response to the request, analyzing the plurality of marketing attributes and the plurality of marketing objects in order to select the marketing objects to be displayed in the

corresponding portion of the page of information, the selected marketing objects having object attributes matching at least some of the marketing attributes; and

in response to selecting the marketing objects to be displayed, dynamically generating a display for a user, in the portion of the page corresponding to the marketing object container, including marketing object information for a number of the selected marketing objects up to the container capacity of the marketing object container,

wherein the steps of associating the plurality of marketing objects with the marketing object container and selecting the plurality of marketing attributes to be associated with the marketing object container are able to be performed by an entity other than the provider of the page of information.

¹
2 46- (Previously Presented) A method according to claim 45; wherein:
the selection of marketing attributes further includes relationship information
defining relationships between at least some of the marketing objects.

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3 47- (Previously Presented) A method according to claim 45; wherein:
determining which of the selection of marketing objects to display to a user
further includes examining a profile of the user.

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4 48- (Previously Presented) A method according to claim 45; wherein:
the selection of marketing attributes further includes style information defining
how the marketing objects are displayed to the user.

49. (Canceled)

⁵ 50- (Currently Amended) A method of providing marketing content to be
displayed to a user viewing a Web page, comprising:

associating a marketing object container with a portion of a Web page to be
displayed for a Web site, the marketing object container ~~being associated with a plurality of
marketing attributes~~ and including information identifying a container capacity and at least one
of a location and a size of the corresponding portion;

enabling a marketing person to select associating a plurality of marketing objects to be associated with the marketing object container;

enabling the marketing person to select a plurality of marketing attributes to be associated with the marketing object container, the marketing attributes including at least one of timing and priority information for use in determining which of the plurality of marketing objects to be displayed to the user, the marketing person able to select the plurality of marketing objects and plurality of marketing attributes using a workspace able to display user-selectable information relating to the marketing object container without requiring technical knowledge about the page on the part of the marketing person;

tracking the behavior of a user of the Web site;

in response to receiving a request from the user for the Web page, analyzing the plurality of marketing attributes and the tracked behavior of the user in order to select the marketing objects to be displayed in the portion of the Web page, the selected marketing objects having object attributes matching at least some of the marketing attributes; and

in response to selecting the marketing objects to be displayed, dynamically generating the Web page to be displayed, the portion corresponding to the marketing object container including marketing object information for a number of the selected marketing objects up to a container capacity of the marketing object container,

wherein associating the plurality of marketing objects with the marketing object container and selecting the plurality of marketing attributes to be associated with the marketing object container are able to be performed by an entity other than the provider of the Web site.

⁶ 51. (Previously Presented) A method according to claim 50, wherein:
the selection of marketing attributes further includes style information defining how the marketing objects are displayed to the user.

⁷ 52. (Previously Presented) A method according to claim 50, wherein:
the selection of marketing attributes further includes relationship information defining relationships between at least some of the marketing objects.

⁸ 53: (Previously Presented) A method according to claim 50; wherein:
determining which of the selection of marketing objects to display to a user
further includes examining a profile of the user.

⁹ 54: (Currently Amended) A method of marketing objects to users of a second
party Web site, comprising:

providing a first marketing object container associated with a first party, the first
marketing object container including information identifying a container capacity;

enabling a first party marketing person to select ~~asoeiating~~ a plurality of
marketing objects of the first party to be associated with the first marketing object container,
each of the marketing objects able to be inserted into the marketing object container and
including marketing object information able to be displayed to a user;

enabling the first party marketing person to select ~~selecting~~ a plurality of
marketing attributes to be associated with the first marketing object container, the marketing
attributes including at least one of timing and priority information for use in determining which
of the plurality of marketing objects to be displayed to a user, the first party marketing person
able to select the plurality of marketing objects and plurality of marketing attributes using a
workspace able to display user-selectable information relating to the marketing object container
without requiring technical knowledge about the page on the part of the marketing person;

associating the first marketing object container with a portion of a Web page for a
first Web site for a second party;

receiving a request for the Web page from the user;

in response to the request, analyzing the plurality of marketing attributes and the
plurality of marketing objects in order to select the marketing objects to be displayed in the ~~teh~~
portion of the Web page, the selected marketing objects having object attributes matching at least
some of the marketing attributes; and

in response to selecting the marketing objects to be displayed, dynamically
generating the Web page to be displayed to the user, the portion of the page corresponding to the

first marketing object container including marketing object information for a number of the selected marketing objects up to the container capacity of the first marketing object container.

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10 55: (Previously Presented) The method of claim 54; further comprising:

associating a second marketing object container for the first party with a second Web site for a third party, the selection of marketing attributes associated with the second marketing object container determining which of the selection of marketing objects to be displayed in the second Web site.

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11 56: (Previously Presented) The method of claim 55; wherein:

providing a marketing object for insertion in the first marketing object container also automatically associates the marketing object for insertion in the second marketing object container.

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12 57: (Previously Presented) The method of claim 54; wherein:

the second party receives fees from the first party for hosting their marketing presentation.

13 58: (Currently Amended) A computer program product including computer code stored on a computer readable medium, the computer code executable on a computer for providing marketing content to be displayed to a user, the computer program product comprising:

computer code for associating a marketing object container with a portion of a page of information to be displayed to the user, the marketing object container including information identifying a container capacity and at least one of a location and a size of the corresponding portion;

computer code for enabling a marketing person to select ~~associating~~ a plurality of marketing objects to be associated with the marketing object container, each of the marketing objects able to be inserted into the marketing object container and including marketing object information able to be displayed in the portion of the page;

computer code for enabling the marketing person to select selecting a plurality of marketing attributes to be associated with the marketing object container, the marketing attributes including at least one of timing and priority information for use in determining which of the plurality of marketing objects to be displayed to the user, the marketing person able to select the plurality of marketing objects and plurality of marketing attributes using a workspace able to display user-selectable information relating to the marketing object container without requiring technical knowledge about the page on the part of the marketing person;

computer code for, in response to receiving a request from a user, analyzing the plurality of marketing attributes and the plurality of marketing objects in order to select the marketing objects to be displayed in the corresponding portion of the page of information, the selected marketing objects having object attributes matching at least some of the marketing attributes; and

computer code for in response to selecting the marketing objects to be displayed, dynamically generating a display for a user, in the portion of the page corresponding to the marketing object container, including marketing object information for a number of the selected marketing objects up to the container capacity of the marketing object container,

wherein associating the plurality of marketing objects with the marketing object container and selecting the plurality of marketing attributes to be associated with the marketing object container are able to be performed by an entity other than the provider of the page of information.

¹⁴ 59- (Currently Amended) A computer program product including computer code stored on a computer readable medium, the computer code executable on a computer for providing marketing content to be displayed to a user, the computer program product comprising:

computer code for associating a marketing object container with a portion of a Web page to be displayed for a Web site, the marketing object container ~~being associated with a plurality of marketing attributes~~ and including information identifying a container capacity and at least one of a location and a size of the corresponding portion;

computer code for enabling a marketing person to select associating a plurality of marketing objects to be associated with the marketing object container;

computer code for enabling the marketing person to select a plurality of marketing attributes to be associated with the marketing object container, the marketing attributes including at least one of timing and priority information for use in determining which of the plurality of marketing objects to be displayed to the user, the marketing person able to select the plurality of marketing objects and plurality of marketing attributes using a workspace able to display user-selectable information relating to the marketing object container without requiring technical knowledge about the page on the part of the marketing person;

computer code for tracking the behavior of a user of the Web site;

computer code for, in response to receiving a request from the user for the Web page, analyzing the plurality of marketing attributes and the tracked behavior of the user in order to select the marketing objects to be displayed in the portion of the Web page, the selected marketing objects having object attributes matching at least some of the marketing attributes; and

computer code for, in response to selecting the marketing objects to be displayed, dynamically generating the Web page to be displayed, the portion corresponding to the marketing object container including marketing object information for a number of the selected marketing objects up to a container capacity of the marketing object container,

wherein associating the plurality of marketing objects with the marketing object container and selecting the plurality of marketing attributes to be associated with the marketing object container are able to be performed by an entity other than the provider of the Web site.